Abstract of the Disclosure

A method and a computer program are described for
developing a product (110), and services associated with
the product, which product has at least one activation
area (308) which is provided with a position code (403)
that codes at least one position on an imaginary surface
(601), which position causes a device (710) that detects
the position code (403) to initiate an operation that
utilizes information recorded by the device (710). A
digital representation of at least part of the product
comprising image points is produced, each image point in
the digital representation of the activation area (308)
corresponding to a position on the imaginary surface
(601). A digital template that can be used for making the
digital representation of the product is also described.

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